

XCOPY

JUL 21 1958

# fashion calendar

january

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RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET  
NEW YORK 21, NEW YORK  
TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january - 1959

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february - 1959

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march - 1959

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JULY 19, 1958</u>			
Thursday July 17 8:00 A.M.	FALL COLLECTIONS FOR VISITING PRESS Young Fashion Creators (N.Y.D.I.) -- Richard Cole, Malcolm Charles, Mervin Ross, Miss America -- Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	FOUR MANUFACTURERS	WALDORF-ASTORIA JADE ROOM
Thursday July 17 8:45 A.M.- 10:00 A.M. Breakfast	PRESS SHOWING OF FALL DRESSES R & K Originals will present their Fall and Winter dress collection to the press. <u>Breakfast</u> at 8:45 A.M. <u>Showing</u> at 9:30 A.M. By invitation. Publicity: Lorein Eyerly, PE. 6-0900.	R & K ORIGINALS, INC. (1400 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Thursday July 17 10:00 A.M.	FALL FASHIONS FOR VISITING PRESS Ben Reig (N.Y.D.I.) will present his Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday July 17 11:00 A.M.	FALL COLLECTION FOR VISITING PRESS Maurice Rentner (N.Y.D.I.) will present Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday July 17 12:30 P.M. Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC KNIT FABRICS Alamac Knitting Mills (Auxiliary Member, N.Y.D.I.) will invite the visiting and local press to preview women's, men's, boys' and girls' Fall fashions. By invitation. Show Coordinator: Margaret Hodge, PL. 5-7630. Contact: Astrid Thal, at Alamac, OX. 5-1445. Publ: Will Gagen or Kurt Ross, Fashion Bureau, 128 E. 37 St., OR. 9-6996.	ALAMAC KNITTING MILLS (1412 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday July 17 2:00 P.M.	FALL FASHIONS FOR VISITING PRESS Jane Derby (N.Y.D.I.) will present her Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	JANE DERBY	WALDORF-ASTORIA JADE ROOM
Thursday July 17 2:30 P.M. Hawaiian Cocktails	PRESS PREVIEW: NEW "COULEUR" FUR PROCESS "Fabulous Phaff"--presentation of exclusive new process in pastelling of "hare", perfected after 7 years by chemist V. Pierini. Showing of car coats, ski suits, peddle pushers, swim suits, as well as coats. Guest of honor: Vivian Blaine. By invitation. Publicity: Milton Blackstone, 565 Fifth Avenue, OX. 7-6077.	ARTHUR PHAFF	307 SEVENTH AVENUE SHOWROOM - 19TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 17 3:00 P.M.	FALL COLLECTION FOR VISITING PRESS George Carmel (N.Y.D.I.) will present his Fall coats and suits to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	GEORGE CARMEL	WALDORF-ASTORIA JADE ROOM
Thursday July 17 4:00 P.M.	FALL FASHIONS FOR VISITING PRESS Oleg Cassini (N.Y.D.I.) will present his Fall collection to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	OLEG CASSINI	WALDORF-ASTORIA JADE ROOM
Thursday July 17 5:00 P.M.	FALL COLLECTIONS FOR VISITING PRESS Anne Fogarty (N.Y.D.I.) will present her Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	ANNE FOGARTY	WALDORF-ASTORIA JADE ROOM
Thursday July 17 5:00 P.M.- 7:30 P.M. Buffet	OPEN HOUSE PREVIEW: JEWELRY COLLECTIONS Preview for visiting and local press of jewelry fashions by Coro and couturier jewelry by Vendome. By invitation. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR

Beginning Thursday July 17- July 20	OPENING OF ROME COUTURE COLLECTIONS <u>July 17</u> : Accessories Exhibit; Zingone (children's house); Marini- Conterno; Luciani; Sarli; Pascarella. <u>July 18</u> : La Tessitrice dell'Isola; Eleanora Garnett; Fontana; Gattinoni. <u>July 19</u> : Gregoriana; Mingolini-Gugenheim; Giovanelli; Emilio; Litrico. <u>July 20</u> : Centinaro; Barbara; Rapuano. Contact: Centro Romano, etc., Via de'Burro, 147, Rome, Italy.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
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Friday July 18 9:00 A.M.	FALL FASHIONS FOR VISITING PRESS Ben Zuckerman (N.Y.D.I.) will present his Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	BEN ZUCKERMAN	WALDORF-ASTORIA JADE ROOM
Friday July 18 10:00 A.M.	FALL COLLECTIONS FOR VISITING PRESS William Fox-Visioni (N.Y.D.I.) will present their Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	WILLIAM FOX-VISIONI	WALDORF-ASTORIA JADE ROOM
Friday July 18 11:00 A.M.	FALL FASHIONS FOR VISITING PRESS B. H. Wragge (N.Y.D.I.) will present their Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	B. H. WRAGGE	WALDORF-ASTORIA JADE ROOM
Friday July 18 12:00 Noon Luncheon	FALL FASHIONS FOR VISITING PRESS Junior Group (N.Y.D.I.)--Junior Sophisticates, Mr. Mort, Dani Jrs. for Dan Millstein--Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	FOUR MANUFACTURERS	WALDORF-ASTORIA JADE ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday July 18 2:00 P.M.	FALL COLLECTION FOR VISITING PRESS Tina Leser (N.Y.D.I.) will present her Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	TINA LESER	WALDORF-ASTORIA JADE ROOM
Friday July 18 3:00 P.M.	FALL FASHIONS FOR VISITING PRESS Variety Group (N.Y.D.I.) -- Leonard Arkin, Lee Claire, Helen Lee, Mam'selle, Suzy Perette -- Fall fashions to out-of-town editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	FIVE MANUFACTURERS	WALDORF-ASTORIA JADE ROOM
Friday July 18 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon ( <u>Auxiliary Member, N.Y.D.I.</u> ) will invite the out-of-town editors to see "Sunrise At Campobello". ( <u>Curtain at 8:30 P.M.</u> ) By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVENUE)	CORT THEATRE 138 WEST 48TH STREET
Saturday July 19 9:30 A.M. Breakfast	FUR PREVIEW FOR VISITING PRESS Showing of Ritter Brothers ( <u>Auxiliary Member, N.Y.D.I.</u> ) fur fashions to out-of-town press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday July 19 12:00 Noon	CONNECTICUT TRIP FOR VISITING PRESS Ellen Lind Associates ( <u>Auxiliary Member, N.Y.D.I.</u> ) will invite the press to a matinee at Oakdale Music Theatre--"New Girl in Town", starring Joan Blondell. This will be followed by cocktails and dinner. Train leaves Grand Central Station at 12:00 Noon and will return at midnight. By invitation. Publicity: Ellen Lind, WI. 7-7062.	ELLEN LIND ASSOCIATES	WALLINGFORD, CONNECTICUT

WEEK BEGINNING MONDAY, JULY 21, 1958

Monday July 21- August 8	HAIR STYLES OF 1920'S AND TODAY Old and new hairdo's for semi-fitted, short-skirt fashions, 1920's and today, shown in old plates and modern photographs, together with a group of authentic dresses of 1920 from the Traphagen Museum Collection. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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Beginning Monday July 21- July 25	OPENING OF FLORENCE COUTURE COLLECTIONS <u>July 21:</u> Millinery Show; Sportswear and Boutique; Adria; Aida; Avagolf; Baldini; Glans; Myricae; Scarabocchio; Valditevere; Vito; Mirsa; Camisene; Bertoli; Avolio. <u>July 22:</u> Sportswear and Casuals by The Fashion Houses; Carosa; Capucci. <u>July 23:</u> Guidi; Schuberth; Veneziani. <u>July 24:</u> Simonetta; Fabiani; Marucelli; Antonelli. <u>July 25:</u> Baratta; de Luca. Contact: G. B. Giorgini, 10 Lungarno Acciaiuolo, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday July 22- July 24	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 22:</u> Victor Stiebel; Hardy Amies; Mattli; Ronald Paterson. <u>July 23:</u> John Cavanagh; Lachasse; Charles Creed; Worth. <u>July 24:</u> Michael; Norman Hartnell; Sherard. Contact: Ann Ryan, 46 Old Bond Street, London, W.1.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Wednesday July 23 9:30 A.M. Coffee	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of bridal fashions at Maurer Originals' showroom. By invitation. Customer showing <u>July 24 at 5:30</u> on 4th Floor at Saks 34th. Contact: Arthur See, LA. 4-7000.	SAKS 34TH	MAURER ORIGINALS 491 SEVENTH AVENUE
Thursday July 24 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FURS Arnold Constable will invite the press to a breakfast preview of Fall fur fashions. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR FUR SALON
Beginning Saturday July 26	OPENING OF PARIS COUTURE COLLECTIONS <u>July 26:</u> Virginie. <u>July 28:</u> Lanvin-Castillo; Charles Montaigne; Patou; Raphael; Claude Riviere. <u>July 29:</u> Balmain (buyers); Pierre Cardin; Carven; Manguin. <u>July 30:</u> Bruyere; Chanel; Gres; Hermes; Jacques Heim; Madeleine de Rauch; Revillon; Nina Ricci. <u>July 31:</u> Dior; Maggy Rouff; Guy Laroche. <u>Aug. 1:</u> Balenciaga (buyers); Desses; Givenchy (buyers); Griffe; Bernard Sagardoy. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Sunday July 27- July 31	NAT'L LUGGAGE, LEATHER AND ACCESSORIES SHOW New colors, new designs and new items in luggage, trunks, brief cases, personal leather travel accessories, umbrellas, novelties and gifts. Contact: Betty Fryman, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
Monday July 28 9:30 A.M. Breakfast	PRESS PREVIEW OF MID- SUMMER FURNITURE "Live With The Color You Love"--complete Fall color schemes in modern and traditional furniture. By invitation. Publ: Jane Miller, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Friday August 1 9:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE SHOP Preview for press of Stern's college fashions. By invitation. (College shop, 3rd floor, will open Monday, August 4). Publicity: Barbara Lawrence, LO. 5-7960, Ext. 570.	STERN BROTHERS	EXECUTIVE DINING ROOM 6TH FLOOR
Saturday August 2- August 6	SPRING FASHIONS IN SHOE FABRICS Individual members of National Shoe Fabric Association will show Spring fashions in shoe fabrics. Contact: Rea Lubar, OX. 7-4998.	NATIONAL SHOE FABRIC ASSOCIATION	HOTEL LEXINGTON LEXINGTON & 48TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 4 11:00 A.M.	PRESS PREVIEW: COLLEGE SHOP Arnold Constable will invite the press to a preview of their College Shop opening. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Tuesday August 5 9:30 A.M. Breakfast	FABRIC PREVIEW: RESORT AND SPRING COTTONS "Portrait of America"--Wamsutta's New Cottons. Preview for press only, August 5, <u>breakfast</u> at 9:30, <u>show</u> at 10:00. By invitation. Buying offices and retail stores August 6, <u>breakfast</u> at 9:30, <u>show</u> at 10:00. By invitation. Open house for trade August 5 and 6 from 1:30 to 5:00, shows at 3:00 and 4:30. August 7 from 9:30 to 5:00, shows at 10:00, 3:30 and 4:30. Contact: Liz Daly, OX. 5-4330, Ext. 318.	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday August 5- August 6	SEMI-ANNUAL LEATHER SHOW Exhibit hours: <u>August 5--9:00 A.M. to 7:00 P.M.</u> <u>August 6--9:00 A.M. to 3:00 P.M.</u> Contact: Leif C. Kronen, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday August 6 2:30 P.M.	SPRING AND SUMMER SHOE STYLE CONFERENCE Clinic presentation by fashion editors of "Vogue" Magazine, outlining for members of the shoe and allied fashion industries the important domestic and foreign trends in apparel fabrics, color and silhouette, which will influence the shoe style picture. Also, new developments in leather market and incoming shoe design trends. Admission by ticket only. Contact: MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday August 7 9:30 A.M.	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday August 7 10:00 A.M.- 12:00 Noon	PRESS PREVIEW OF DOLLS' EXHIBIT Exhibition of a varied group of antique and modern dolls, dating from the 18th century to the present day, all dressed in their original costumes, and many with complete wardrobes. Coinciding with annual convention of United Federation of Dolls' Clubs in New York on August 14, 15, 16. Open to public, August 13-October 12. Publicity: Ruth McAneny Loud, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE 103RD TO 104TH STS.
Sunday August 10- August 14	FIFTY-THIRD JEWELERS' CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
Tuesday August 12 4:00 P.M.	PRESS PREVIEW: SPRING AND SUMMER FABRICS Berkshire Hathaway will present their cotton prints and patterns for Spring and Summer 1959. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BERKSHIRE HATHAWAY, INC.	1430 BROADWAY SHOWROOM - 18TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 18 4:30 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Bergdorf Goodman will preview Fall fashions by Virginie of Paris, exclusive at "Miss Bergdorf" Shop. By invitation. Publ: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF SHOP 4TH FLOOR
Wednesday August 20 2:30 P.M. Champagne	PRESS PREVIEW: SUITS BY DAVID CRYSTAL Best's will preview Fall travel suits by David Crystal, inspired by Pan American's new jet plane. By invitation. Publ: Barbara Birkelund, PL. 9-2000.	BEST & CO.	PAN AMER. CLIPPER CLUB 38TH & 1ST (RM. M-14)
Thursday August 21 9:30 A.M.	PRESS PREVIEW: BACK-TO- SCHOOL FASHIONS Press preview of Fall children's back-to-school fashions, including coats, suits, dresses, sportswear. By invitation. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR
Sept. 1	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 2 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	SALON 2ND FLOOR
Wednesday Sept. 3 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND ACCESSORIES Press preview of boutique "made-in-Europe" collection of fashions and accessories. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Wednesday Sept. 3 2:30 P.M. Demi-Tasse	PARIS IMPORTS: PREVIEW AND REPORT Press preview of the American Rayon Institute's Paris collection, with a report by Jeanne Pierre. Showing also Sept. 4, 5, 8 and 9 at 2:30 P.M. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7872.	AMERICAN RAYON INSTITUTE	EMPIRE STATE BUILDING 59TH FLOOR
Thursday Sept. 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	SALON MODERNE 3RD FLOOR
Friday Sept. 5 11:30 A.M.	PRESS PREVIEW OF COUNTRY CASUALS Press preview by Bergdorf Goodman of the Guy LaRoche country casuals for Fall. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Tuesday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 10 8:30 A.M. Breakfast	PREVIEW: MEN'S AND BOYS' FASHIONS FOR 1959 Preview for press and resident buyers of Du Pont's fashions for men and boys for Spring and Summer, 1958. By invitation. Publicity: Wright Johnson, LO. 3-6400, Ext. 259.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL STATLER SKYTOP ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 10 9:30 A.M.	PRESS PREVIEW OF IMPORT ORIGINALS Preview for press of Macy's "line-for-line" designer import originals. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	EXECUTIVE DINING ROOM 13TH FLOOR
Wednesday Sept. 10 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Showing of Harry Frechtel's Fall coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Frechtel contact: PE. 6-1310.	HARRY FRECHTEL (205 W. 39TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 10 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Elizabeth Arden will invite the press to preview her Fall and Winter ready-to-wear originals, designed by Count Sarmi. By invitation only. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday Sept. 11- Sept. 21	NINTH ANNUAL HOME FURNISHINGS SHOW Special feature this year will be a chromspun "House of Color" by Eastman Chemical Company. Publicity: Nan Morrison, Harold J. Siesel Co., 216 East 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Sept. 15	ROSH HASHONAH--First Day of Jewish New Year (Monday).		
Sept. 16	ROSH HASHONAH--Second Day of Jewish New Year (Tuesday).		
Wednesday Sept. 17 4:00 P.M.	PRESS PREVIEW OF RESORT SWIMSUITS Caltex will preview their Resort swimsuits to the press. By invitation. Contact: Bette Satyn, MU. 9-2100.	CALTEX OF CALIFORNIA, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 18 11:30 A.M.	SHOWING OF FALL INTERNATIONAL FASHIONS Fashioners by Curriel of Milan; Fabrini of Rome; Frederick Starke of London; Bernard Newman of the U.S. By invitation. Publ: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	HOTEL PLAZA BALLROOM
Friday Sept. 19 9:00 A.M. & 12:00 Noon	SEMI-ANNUAL FRENCH SHOW The Fashion Group will present its semi-annual fashion show of French imports, at breakfast and luncheon meetings. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Sept. 21- Sept. 27	NATIONAL TIE WEEK. Contact: The Men's Tie Foundation, 432 Fourth Ave., MU. 3-8455.		
Sept. 22- Sept. 29	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.		
Tuesday Sept. 23 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Custom-order furs by Emeric Partos will be presented to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 24	YOM KIPPUR--Jewish Day of Atonement (Wednesday).		



# MUSIC...MOVIES...THEATRE

Week Of July 21      **THIRD WEEK:**      **STADIUM CONCERTS**      **LEWISOHN STADIUM, 138TH ST. & AMSTERDAM**  
Mon., July 21:      All-Brahms Program--Max Rudolf conducting; Joseph Fuchs, D Major Violin Concerto; Moura Lympany, B Flat Major Piano.  
Tues. July 22:      Camera Night; Pianist, Dorothy Simpson Smith--Beethoven C-Minor Concerto.  
Wed., July 23:      All-Mendelssohn Program--Pianist, Piero Weiss; Violinist, Michael Rosenker.  
Thurs. July 24:      Duke Ellington and his orchestra; Gerry Mulligan, saxophone.  
Sat., July 26:      16th Annual Viennese Night--Josef Krips conducting; Hilde Gueden, soprano, waltz, opera and operetta favorites.  
 Publicity: Miss Alix Williamson, CI. 6-4462.

Monday August 11      **REVIVAL: "AUNTIE MAME"**      **N.Y. CITY CENTER, 131 WEST 55TH STREET**  
 Sylvia Sidney stars in 3-week revival of the comedy by Jerome Lawrence and Robert E. Lee, based on novel by Patrick Dennis. Directed by: Charles Bowden. Staging from original production by Morton da Costa. Publicity: Martin Shwartz, CO. 5-2630.

Saturday Sept. 20-Sept. 21      **GRENADIER & SCOTS GUARDS**      **MADISON SQUARE GARDEN, 8TH AVE. & 49TH**  
 3 performances of Her Majesty's Brigade of Guards, the Regimental Band of the Grenadier Guards and the Massed Pipers and Highland Dancers of the Scots Guards. Publicity: Frank Braden, CI. 6-5500.

Thursday October 2      **OPENING: "A TOUCH OF THE POET"**      **PRODUCERS THEATRE, 165 WEST 46TH ST.**  
 The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman and Kim Stanley. Director: Harold Clurman. Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.

Thursday October 9      **OPENING: "GOLDILOCKS"**      **LUNT-FONTANNE THEATRE, 205 W. 46TH ST.**  
 Producers' Theatre will present the new musical by Jean and Walter Kerr. Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Ben Gazzara, Elaine Stritch and Russel Nye. Director: Walter Kerr. Publicity: Barry Hyams, CO. 5-4784.

Tuesday October 14-November 5      **"THEATRE NATIONAL POPULAIRE"**      **BROADWAY THEATRE, B'WAY AT 53RD STREET**  
 Direct from Paris, under the direction of Jean Vilar, this world-famous repertory company pays this country its first visit. Featuring Gerard Philipe, Maria Casares and M. Vilar. Publ.: Martin Feinstein, CI. 5-0500.

Wednesday October 15      **OPENING: "THE GIRLS IN 509"**      **BEIASCO THEATRE, 111 WEST 44TH STREET**  
 Alfred de Liagre, Jr. will present the new comedy by Howard Teichman, set in contemporary New York, and starring Imogene Coca. Director: Bretaigne Windust. Publicity: Ben Washer, CI. 5-0740.

Wednesday October 22      **OPENING: "ONCE MORE WITH FEELING"**      **NATIONAL THEATRE, 208 WEST 41ST STREET**  
 Martin Gabel and Henry Margolies will present the play by Harry Kurnitz. Starring: Arlene Francis and Joseph Cotten. Director: George Axelrod. Publicity: Richard Maney, CI. 7-4646.

Tuesday November 4      **BERYOZKA RUSSIAN FOLK BALLET**      **BROADWAY THEATRE, B'WAY AT 53RD STREET**  
 First time in America, direct from Moscow, the group consists of 65 dancers and singers. Five week engagement only presented by Sol Hurok. Publicity: Martin Feinstein, CI. 5-0500.